



اَبُو سَيِّدِي تَكْوَلُو كَلِمَاتِي
UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

FACULTY

**: FACULTY OF HOTEL & TOURISM
MANAGEMENT**

PROGRAMME

**: BACHELOR OF SCIENCE (HONS.)
TOURISM MANAGEMENT (HM241)**

GROUP / SEMESTER

: HM2413C / SEMESTER 3

PROJECT TITLE

: BUSINESS MODEL CANVAS

NAME

**: 1) ZALIKHA LAILA ASYIQEEN BINTI
AZHAN (2021118345)
2) NUR IMAN ATHIRAH BINTI JAMIL
KHIR (2021101693)
3) HASANAH BINTI HAMZAH
(2021125509)
4) NUR FIRZANI BINTI MOHD FAIZLY
(2021120685)
5) MUHAMMAD 'IMRAN HAKIM BIN
JAMILUL-LAIL (2021112567
6) INTAN MAISARAH BINTI KAMAR
SUPARDI (2021120699)**

LECTURER

: DR. NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

First and foremost, we would like to express our highest gratitude to Allah, the Most Almighty for giving us the capability and knowledge to complete this case study report successfully. This assignment has given us a lot of new experiences and knowledge, especially in the entrepreneurship and food service industry fields. The completion of this assignment would not have been possible without the help and guidance from so many kind individuals whom we might not be able to mention every name here. Hence, we would like to express our deep appreciation and gratitude, particularly to the following persons.

First and foremost, we would like to express our utmost gratitude towards Dr. Norfazlina binti Ghazali for providing us with the complete guidance regarding this task. She has given us full support and encouragement in various ways and has been very patient in teaching us. Not less than that, we would like to sincerely thank our own group members for helping each other out with the information right from the scratch, up until we finally managed to complete the assignment. Despite our busy schedules, we still make time for discussions and meetings in order to complete this assignment. Without our own help and kindness, we would have been having a hard time proposing and planning a business for this task and to carry it out successfully.

Last but not least, we are very thankful to our families and friends for sharing their opinions and ideas to improve our assignment. Their encouragement has helped us a lot in completing it on time. Their support has also pushed us through our studies, especially in this pandemic where we are restricted from going through our degree studies physically with our educators and friends. Besides that, we are not leaving behind our own group members. I would like to thank each one of us for the willingness in sacrificing our time and efforts and for the amazing cooperation with each other throughout the whole process in completing this case study. Everyone has put their best effort. As a whole, when things get rough, we will always have each other to rely on.

TABLE OF CONTENT

NO.	CONTENT	PAGE
1.	Title Page	i
2.	Acknowledgement	ii
3.	Table of Content	iii
4.	List of Figures & List of Tables	iv
5.	Executive Summary	v-vi
6.	1.0 Introduction 1.1 Company Background 1.2 Problem Statement 1.3 Opportunity Recognition 1.4 SWOT Analysis 1.5 Purpose of BMC Preparation	 1-3 4 5-6 7-9 10
7.	2.0 Business Proposal 2.1 Business Model Canvas 2.2 Customer Segments 2.3 Value Propositions 2.4 Channels 2.5 Customer Relationships 2.6 Revenue Streams 2.7 Key Activities 2.8 Key Resources 2.9 Key Partnerships 2.10 Cost Structure	 11 12 13 14-15 16-17 18-19 20 21-22 23-24 25-26
8.	3.0 Conclusion	27

EXECUTIVE SUMMARY

Hadyan Enterprise is an SME from the food service industry. It comprises one independent store without any chain and it operates on sole proprietorship. It is founded by one owner with five employees that are being distributed equally into different essential departments. The store is located in Johor Bahru, Johor. As a beginning, this business will only be focusing on developing and marketing one product which is Hadyan Travel Pack.

This business is exceptional because of several value propositions that we can offer such as our special product. This product is a unique dish because it combines Middle Eastern and Javanese cuisine together. This is because this dish consists of Arabic Rice eaten with Kambing Ungkep (braised lamb). Arabic Rice originated in the Middle Eastern, while Kambing Ungkep is from Java, Indonesia. However, we found a formula to create a single dish from the cuisines which has led us to pioneer in the menu development. This menu can hardly be found anywhere else, be it locally or internationally. Besides pioneering in the menu and becoming the only business in the country that serves the product, Hadyan Enterprise has a huge potential to grow into a more developed business in Johor as most of Johor populations are from Javanese ethnic. This allows us to receive a big exposure from the local community because they are already familiar with the braised lamb dish as it is their culture's cuisine. Not less than that, the uncommon combination of menu will attract more customers to our business because they would be interested to taste the unique dish by themselves.

Nonetheless, despite the potential exposure, we are still conducting several marketing strategies by advertising it through various channels such as SEO, Shopee, Facebook, Instagram and Whatsapp Business. Besides that, we are also expanding our business through Cash on Delivery (COD) and e-hailing companies such as FoodPanda and GrabFood. Besides all of the e-marketing that we carry out, we have also analyzed the customer segmentations for our business and we came to a conclusion that our main target markets are the locals, foreigners and the travellers as well as the backpackers. Not less than that, in growing out a new business, we have to create a strong bond between us and our customers. Hence, customer relationships are very important to be developed. Thus, we prioritise our customer's satisfaction by providing free delivery to houses that are located 2-6 kilometres from our store as well as carrying out a customer loyalty program.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

Name of Company	Hadyan Enterprise
Nature of Business	Sole Proprietorship
Industry Profile	Food Service Industry
Location of the Business	Taman Mount Austin, 81100, Johor Bahru, Johor (Shop lot)
Date of Proposing BMC	6th of July 2021
Factors in Selecting the Proposal Business	<ul style="list-style-type: none">● Offers a unique and rare product● Pioneering in the menu innovation● Demographic segmentation
Future Prospect of the Business	<ul style="list-style-type: none">● To open more branches in Malaysia● To enter international market

Table 1.0 shows the details of Hadyan Enterprise's company background